



## Majlis Makan Malam Alumni Bersama YAB Ketua Menteri Sarawak (m.s. 3)



## Lawatan YB Douglas Unggah Embas (m.s.4)

## Blessing from Lord Cranbrook for the Sarawak Collection Project

(m.s.4)



inside !



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'It takes 27 muscles to frown and only three to smile'

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Assalamu a'laikum w.b.t.

Salam Sejahtera. Selamat kembali ke kampus untuk memulakan semester baru, Jun 2003. Saya sangat berterima kasih di atas kerjasama dan sokongan padu daripada semua Pensyarah, Ketua Bahagian, kakitangan dan pelajar.

## Mesej Timbalan Pengarah HEA Prof. Madya Dr Fatimah Bujang



Saya rasa amat bertuah kerana berkhidmat sama-sama dengan warga UiTM Cawangan Sarawak Kampus Samarahan. Kerja saya menjadi lebih mudah kerana warga UiTM Cawangan Sarawak Kampus Samarahan mempunyai dan mengamalkan sikap yang positif, mudah untuk memberi pertolongan, bekerjasama, tidak mengira masa, penat dan lelah. Pada masa cuti semester pun ramai Pensyarah yang masih berada di kampus untuk membuat persediaan bagi menghadapi semester Jun 2003. Itulah semangat Pensyarah yang rajin bekerja dan berkomitmen tinggi yang kita inginkan. Syabas dan tahniah warga UiTM Cawangan Sarawak Kampus Samarahan.

Sebagai Pensyarah yang berwawasan, walaupun kita sudah baik, kita tidak boleh berpuashati dengan 'status quo'. Kalau kita lihat ke hadapan semuanya tidak pasti, yang pasti hanyalah perubahan. Kita perlu berubah untuk menambahkan keadaan yang sedia ada dengan menyemak kembali strategi kita, perancangan, kaedah dan cara kita melakukan kerja. Kita tidak boleh mengharapkan hasil yang berbeza atau lebih baik sekiranya kita melakukan perkara yang sama dengan cara yang sama.

Pada tahun 2000 kita telah mendapat Anugerah Sijil MS ISO 9002:1994 bagi proses pengajaran dan pembelajaran dan sekarang dalam proses berusaha bersungguh-sungguh untuk menaiktaraf sijil tersebut ke MS ISO model 2000. Saya menyeru dan memohon kerjasama dan sokongan padu daripada semua warga kampus. Bersama kita berusaha untuk mencapai kecemerlangan yang berterusan.

Sebagai Pensyarah kita diberi peluang dan amanah untuk membimbing pelajar untuk menjadi insan yang berguna yang boleh mengubah corak kehidupan, penyumbang kepada pembangunan masyarakat, negeri, negara dan dunia di masa hadapan. Jatuh bangunnya tamadun dunia di masa hadapan bergantung kepada generasi sekarang dan kita diberi tanggungjawab untuk memainkan peranan dan mencorak pelajar sekarang ke arah itu, buatlah sebaik mungkin.

Akhir kita kehidupan ini bukanlah satu destinasi...tetapi pengembaraan dan di dalam pengembaraan tersebut kita telah berpeluang untuk singgah di UiTM Cawangan Sarawak sebagai Pensyarah. Kita hanya lalu di jalan ini sekali sahaja. Oleh itu apa-apa yang baik yang boleh dilakukan dan dimanfaatkan buatlah sekarang. Mungkin kita tidak akan menggunakan jalan ini lagi.

## Hjh Siti Rohmah earns an MBA

IK congratulates Hjh Siti Rohmah on her recent achievement in obtaining an MBA degree from UiTM through a part-time study program. With all her professional responsibilities and her domestic duties as wife and mother of five, it must have taken a great deal of determination, drive and sacrifice, yet we saw no signs of stress nor strain. She was the same effable and spirited Siti Rohmah.

Asked what made her take this challenge, Siti Rohmah replied that "adding value to oneself constantly has become a must in a fast developing and competitive world". True to her conviction, she has already registered for another course of study - Sijil Pengajian Syariah (University Malaya/SATT). Good time management and effective group study helped a great deal, she says. She is very thankful to her husband Hj Jalaluddin for his loving encouragement and support. She is also grateful to the management, particularly Prof. Madya Dr Abdul Rahman for his concern and advice. She believes that the knowledge she got from her MBA studies will help her face the bigger challenges the future may hold for her at UiTM.

With such zest for work and self-development, it is no wonder then that she has been able to qualify for the Excellent Service award twice. Inspiring lady. Isn't she? Well done !



## Majlis Makan Malam Alumni

Majlis Makan Malam Alumni UiTM Sarawak bersama YAB Ketua Menteri Sarawak, Datuk Patinggi Tan Sri Dr. Haji Abdul Taib Mahmud telah diadakan dengan jayanya pada 4 April 2003, di Crowne Plaza, Riverside Hotel, Kuching, dihadiri oleh seramai 700 orang bekas-bekas pelajar UiTM Sarawak dan UiTM.



Selain daripada YAB Ketua Menteri, beberapa orang Menteri-Menteri, Timbalan-Timbalan Menteri, YB-YB, orang-orang kenamaan, Ketua-ketua Jabatan, dan ahli-ahli korporat juga turut hadir. Mereka adalah diantara bekas-bekas pelajar UiTM Sarawak yang telah berjaya menempa nama samada dalam sektor korporat, kerajaan dan politik. Timbalan Naib Canselor (Akademik) UiTM, Dato' Prof. Dr. Ahmad Haji Zainuddin dan

Pengarah Kampus UiTM Sarawak, Prof. Madya Dr. Abdul Rahman Deen juga hadir bersama bagi menyeronokkan lagi majlis.

Objektif Majlis Makan Malam tersebut diantara lain adalah untuk menarik lebih ramai bekas-bekas pelajar UiTM Sarawak untuk menjadi ahli Persatuan Alumni UiTM Sarawak (MITSA) disamping mengeratkan lagi silaturrahim. Di antara matlamat dan tujuan sesama Alumni, *persembahan MITSA* adalah:

Dalam ucaputamanya, YAB Ketua Menteri menyarankan supaya bekas-bekas pelajar UiTM melalui MITSA untuk mengambil sekolah-sekolah sebagai anak angkat terutamanya sekolah-sekolah di luar bandar.

Manakala Timbalan Naib Canselor (Akademik) UiTM menegaskan betapa perlunya ahli Alumni membawa pengalaman mereka untuk berkongsi dengan para mahasiswa yang sedang belajar serta menganjurkan program-program yang boleh membantu mahasiswa tersebut.

*Menjadi tempat pertemuan di antara bekas-bekas siswa-siswi UiTM bagi mengumpul semangat muhibah dan mempereratkan silaturrahim.*

*Menyediakan bimbingan dan dermasiswa bagi siswa-siswi dan bekas siswa-siswi UiTM yang memerlukan bantuan.*

*Menyediakan dan menyebarkan maklumat-maklumat berkenaan kegiatan dan perkembangan serta bekerjasama dengan UiTM*

*Menggalakkan ahli-ahli untuk bermain dan berkecimpung di dalam kegiatan sosial, kebudayaan, sukan dan keajaiban.*

## Perlawanan Golf Persahabatan

Seramai 24 orang bekas graduan UITMCS menyertai perlawanan golf persahabatan anjuran Persatuan Alumni UiTM Sarawak (MITSA) di Kelab Golf Damai, Kuching, pada 5 April 2003.

Menurut Pengerusi Pengelola, Encik Abdul Samat Gary, merangkap Timbalan Yang DiPertua MITSA, golf persahabatan tersebut adalah program sampingan kepada Majlis Makan Malam Alumni Sarawak dengan penyertaan bukan sahaja dikalangan ahlinya yang menetap di Kuching, tetapi juga dari luar Bandaraya Kuching yang hadir pada majlis tersebut. Turut serta ialah Dekan Fakulti Pengurusan Perniagaan UiTM Shah Alam, Prof. Madya Dr. Jamil Hamali.

MITSA berharap pada masa akan datang dapat

menganjurkan Golf Amal sebagai program membantu golongan masyarakat yang kurang bernasib baik serta pertubuhan-pertubuhan kebajikan di negeri Sarawak.



*"The ideals which have always shone before me and filled me with the joy of living are goodness, beauty, and truth. To make a goal of comfort or happiness has never appealed to me; a system of ethics built on this basis would be sufficient only for a herd of cattle." - Albert Einstein*



## **Lawatan YB Douglas Unggah Embas serta rombongan Biro Pendidikan PBB**

YB Datuk Douglas Unggah Embas, Timbalan Menteri di Jabatan Perdana Menteri merangkap Ketua Pergerakan Pemuda PBB, serta rombongan Biro Pendidikan PBB Sarawak seramai 20 orang mengadakan

lawatan ke kampus UiTMCS pada 10 April. Selepas YB Datuk Douglas dan rombongannya diberi taklimat mengenai beberapa hal ehwal UiTMCS oleh Pengarah kampus, YB turut merasmikan Majlis Pelancaran Tabung Kemanusiaan Iraq di DK 1.



**Perpustakaan UiTMCS mengucapkan ribuan terima kasih kepada Lord Gathome Medway, the Earl of Cranbrook, kerana sudi merasmikan pembukaan Sudut Koleksi Sarawak pada 19 April.**



\* The Sarawak Collection Corner consists of books and research/project papers of staff and students as well as other materials of historical significance which were acquired since the establishment of the Sarawak branch campus in 1973.

The purpose of this corner is to acquire, preserve and share information and research findings on various aspects of Sarawak's unique heritage. We earnestly hope that the opening of this Sarawak Collection will encourage and assist our own staff and students as well as others to undertake further research into any aspect of Sarawak. If you have any articles or research/seminar papers (published or unpublished) you may want to have them included in our Collection for the benefit of others."

Pn Saptuyah Rosli

Lord Cranbrook is an environmental biologist and provides technical assistance to the Curator of the Sarawak Museum. In recognition of his contributions to the environmental studies of Sarawak since the 60s, he was bestowed the honorary award of Johan Bintang Sarawak by the Sarawak State Government in 1994.

**Some of the staff and students had the rare privilege of listening to a talk by Lord Cranbrook entitled 'Changing Scientific Perception of the Natural Environment of Sarawak (1950 - 2000)' at the Bilik Sarjana just before the official opening of the Sarawak Collection.**





The Innovation Committee (UTQE) recently organized a workshop, "Making Innovation Happen", on April 5, 2003 at the Hotel Grand Continental for around 40 participants from HEP, HEA (Makmal), Pentadbiran, Unit Ladang, Perpustakaan together with 2 groups of academic staff. The workshop was aimed at introducing participants to the concept and process of innovation.

The workshop started with a warming-up session conducted by Dr Simon Botley in which participants were asked to come with solutions based on survival situation.



In their talk on "Criteria and Measurement of Innovation" guest speakers from MAMPU (Dep. Director Pn. Norimah Saileh and Asst. Director En. H. A. Yap) pointed out the "dos and don'ts" of innovation and

also highlighted the criteria for its Public Service Innovation Award (Anugerah Inovasi Perkhidmatan Awam). The workshop ended in the afternoon after a group brainstorming session followed by presentations on proposals for innovation in the respective departments.

## What is MAMPU ?

MAMPU (the Malaysian Administrative Modernisation and Management Planning Unit) is an agency of the PM's Department established in 1977 with the responsibility of reforming public administrative sector by improving the quality, efficiency and effectiveness of the public service.

As the main agent of reform in the public sector, MAMPU gives recognition to efforts of public sector agencies in service excellence through an awards system which include the Public Service Innovation Award (Anugerah Inovasi Perkhidmatan Awam -AIPA) and the Public-Private Sector Joint Research Innovation Award (Anugerah Inovasi Penyelidikan Bersama Di Antara Sektor Awam dan Sektor Swasta - AIPB).

The AIPA is awarded for innovations which have enabled savings in operating costs and time, increased productivity and enhanced customer satisfaction. The award is given to individuals, groups or agencies and is limited to 20 winners a year.

To foster and enhance cooperation between the public and private sector, the AIPB is given to successful innovations joint-ventured by public and private sector organizations in research and development, training and education, information technology, consultancy and publishing (limited to 3 winners a year).

For more information about MAMPU and its awards, please visit [www.mampu.gov.my](http://www.mampu.gov.my).

## Seminar Kesedaran HIV/Aids

Seminar ini yang berlangsung pada 29 March di Dewan Jubli, UITMCS, bertujuan meningkatkan kesedaran generasi muda terhadap ancaman HIV/AIDS yang kian merebak secara meluas seluruh dunia khususnya di kawasan Asia. 2 kertas kerja dibentangkan oleh Dr Mohd Haizal Mohd Nor, Pakar Perbidanan dan Sakit Puan dari Fakulti Perubatan dan Sains Kesihatan, UNIMAS dan Dr Ooi Siew Kim, Pegawai AIDS Negeri Sarawak di Unit

HIV/AIDS, Hospital Umum Sarawak. Seminar ini yang dihadiri oleh ramai pelajar sekolah-sekolah dan siswa-siswi UITMCS adalah satu projek anjuran bersama Persatuan Science Frontiers (SFROST) dan Majlis Perwakilan Pelajar (MPP) UITMCS. Terima kasih diucapkan kepada Dr Mohd Haizal dan Dr Ooi serta tetamu kehormat, YB Dr Abdul Rahman Junaidi.



## Elementary, my dear Watson!



Sherlock Holmes and Dr Watson went on a camping trip. After a good meal and a bottle of wine they lay down for the night, and went to sleep. Some hours later, Holmes awoke and nudged his faithful friend awake. "Watson, look up at the sky and tell me what you see," Watson replied, "I see millions and millions of stars."

"What does that tell you?" Holmes questioned.

Watson pondered for a minute. "Astronomically, it tells me that there are millions of galaxies and potentially billions of planets. Astrologically, I observe that Saturn is in Leo. Horologically, I deduce that the time is approximately a quarter past three.

Theologically, I can see that God is all powerful and that we are small and insignificant. What does it tell you?"

Holmes was silent for a minute, then spoke. "Watson, you retard. It tells me that some scoundrel has stolen our tent!"



## Sensei Nadra-san takes a break

I'm sorry to say that I shall not be able to continue with the Japanese lessons. Why? I'll be away for about 1 1/2 years to study for a masters degree at UPM. I hope you are not too disappointed. Perhaps IK will find another sensei soon. Bye.

Before I part, let me tell you about my Japanese classes some time ago. Memorable experience! Well, in 1996, a short course of one week was given to participants before leaving for Japan under the Look East Policy (Friendship Programme) and then after a day arriving in Tokyo, another one week lesson was also conducted. One of the contents was Japanese language class conducted by a Malaysian lecturer and a Japanese instructor (before departure). We were given lessons regarding Japanese culture, language, dos and don'ts, to name a few. Now, the interesting part is Sensei Razak (on my left in the picture) who was lecturing at Shah Alam then at the age of 70+. But, he looked much younger and his memories and thoughts of

the Japanese war was fresh in his mind. He was able to detail out each event and how he suffered during the war because he was in the army during the Hiroshima and Nagasaki attack. He advised us that when we reached Hiroshima, to pray (Al-fatihah) for his Muslim Malaysian friends who were killed during the war.

I have high respect for Sensei Razak. I thought of him as my own grandfather and before we parted, as I thanked him for the lessons, my tears flowed and I think he knew why. I think I better not be carried away. Anyway, history has lessons for all of us. Some say do not look back and grieve over the past, for it is gone; and do not trouble about the future, for it has not yet come. But I think, it is important to look back at the past, to understand and appreciate the present better. By all means live in the present, make it so beautiful that it will be worth remembering in the future.



## Recipe for happiness

Two heaping cups of assistance  
One heartful of love  
Two handfuls of generosity  
One heedful of understanding  
A dash of humour  
Sprinkle with kindness  
Add plenty of faith and mix well  
Spread over a period of a lifetime  
And serve to everyone you meet



## BAFIN's Family Day

Persatuan BBA Finance (BAFIN) organized a family day on the 1st March 2003 to Ocean Beach Resort, Lundu. Despite the rainy day, about 90 BBA Finance students had participated in this outing. Games and programs were arranged and hampers were distributed to the winners of the day. All the participants had a good time on the beach. Besides providing a chance for the students to take a break from their workload, this activity also allowed the students to socialize with their peers.



## Majlis Penutupan Ko-Brass Band



Majlis penutupan khas untuk pelatih dan komander Ko-Brass Band telah diadakan pada 26 Mac. Tujuan utama majlis ini adalah untuk melatih para pelatih untuk mengendalikan majlis dengan hasil usaha mereka sendiri. Di samping itu, majlis ini adalah untuk meraikan pelatih Ko-Brass Band Part II yang akan menamatkan

latihan Ko-Brass Band mereka pada semester ini. Tetamu kehormat pada majlis tersebut ialah Jurulatih Ko-Brass Band, En Musahadad Hj Sumbidan. Adalah diharapkan semangat Brass Band akan terus 'hidup' di kalangan pelatih-pelatih dan hubungan sesama mereka akan diteruskan walaupun tidak lagi dalam Ko-Kurikulum.

"We can't solve problems by using the same kind of thinking we used when we created them." Albert Einstein

# Teaching & Learning

Based on recent research about the human brain and what is known about how learning occurs, Caine and Caine (1991) suggest that brain-compatible teaching is based on the following 12 principles:

1. "The brain is a parallel processor". It simultaneously processes many different types of information, including thoughts, emotions, and cultural knowledge. Effective teaching employs a variety of learning strategies.
2. "Learning engages the entire physiology". Teachers can't address just the intellect.
3. "The search for meaning is innate". Effective teaching recognizes that meaning is personal and unique, and that students' understandings are based on their own unique experiences.
4. "The search for meaning occurs through 'patterning' ". Effective teaching connects isolated ideas and information with global concepts and themes.
5. "Emotions are critical to patterning". Learning is influenced by emotions, feelings, and attitudes.
6. "The brain processes parts and wholes simultaneously". People have difficulty learning when either parts or wholes are overlooked.
7. "Learning involves both focused attention and peripheral perception". Learning is influenced by the environment, culture, and climate.
8. "Learning always involves conscious and unconscious processes". Students need time to process 'how' as well as 'what' they've learned.
9. "We have at least two different types of memory: a spatial memory system, and a set of systems for rote learning". Teaching that heavily emphasizes rote learning does not promote spatial, experienced learning and can inhibit understanding.
10. "We understand and remember best when facts and skills are embedded in natural, spatial memory". Experiential learning is most effective.
11. "Learning is enhanced by challenge and inhibited by threat". The classroom climate should be challenging but not threatening to students.

"In my own experience in the field of education, the one thing that has impressed itself on me has been the intense desire to have some means of judging at every moment whether a student's work is good or bad. Without such a means, educators feel unable to maintain their own direction, let alone impart a direction to their students. In practical terms it is difficult to quarrel with this point of view. But one can quarrel with the exclusive nature of an obsession with judgment wherever this is to be found. Training in vertical thinking is excellent—but it is not complete."

Edward de Bono

"When I examine myself and my methods of thought, I come to the conclusion that the gift of fantasy has meant more to me than my talent for absorbing positive knowledge."

Albert Einstein

"I sometimes ask myself how it came about that I was the one to develop the theory of relativity. The reason, I think, is that a normal adult never stops to think about problems of space and time. These are things which he has thought about as a child. But my intellectual development was retarded, as a result of which I began to wonder about space and time only when I had already grown up."

Albert Einstein

## Push or Pull?

"The engine that drives knowledge development and sharing is the worker's need for solving problems; the power comes from the demand rather than the supply side. In fact companies that push information at their people may actually cause information overload, blocking them from developing their own networks. For this reason knowledge-based strategies should also use the pull-not-push principle emphasising on-the-job learning rather than traditional training."



Stressing the importance of a good vocabulary, the teacher told her young charges, "Use a word ten times, and it shall be yours for life."

From somewhere in the back of the room, came a small male voice chanting, "Amanda, Amanda, Amanda, Amanda, Amanda, Amanda, Amanda, Amanda, Amanda, Amanda."

## A Night to Remember

Persatuan BBA (M) dan DBS telah berjaya mengadakan program "Dinner Talk" pada 31 Mac 2003, di Dewan Jubli, UiTMCS. "Dinner Talk" ini diadakan bertujuan untuk membuka minda pelajar-pelajar mengenai situasi dunia di luar UiTM selepas mereka tamat pengajian nanti, disamping memberi peluang

kepada pelajar-pelajar untuk berinteraksi bersama pensyarah-pensyarah mereka.

Seramai kira-kira 350 orang pelajar dari program BBA (M) dan DBS telah menghadiri "Dinner Talk" tersebut. Ketua Program BBA (M), Ketua Program DBS, dan beberapa orang pensyarah dari Fakulti Pengurusan Perniagaan juga turut hadir bersama bagi menyerikan lagi majlis tersebut.

Selain dari "Dinner Talk" yang bertemakan "Competitiveness in

The Era Of Globalisation" yang disampaikan oleh Encik Claudius Clement, beberapa acara lain juga turut diadakan. Antaranya ialah penyampian sijil kepada pelajar-pelajar cemerlang dan yang mendapat CGPA 3.00 keatas, tarian kebudayaan, cabutan tiket bertuah, persembahan nyanyian dan penyampian sijil kepada Kontingen Sukan Trek dan Padang dari Fakulti Pengurusan Perniagaan yang telah menjadi Johan Keseluruhan Acara Sukan Trek dan Padang UiTMCS yang diadakan pada 22 dan 23 Februari 2003.

## The Best is Yet to Come

This semester's Pre-Graduation Dinner was successfully held on March 28, 2003, at Sarawak Chamber, Crowne Plaza, Riverside Hotel, Kuching. It was attended by 530 guests comprising the Campus Director, Associate Prof. Dr. Abdul Rahman Deen, invited VIPs, Head of Programmes

of various Faculties, Head of Department of UiTMCS, and final semester students of all faculties in UiTMCS, Samarahan Branch Campus.

The 21st Pre-Graduation Dinner was officially graced by Yang Berbahagia Encik Mohd. Arif Azahari, Chief Executive Officer of Positive Impression.

The dinner was organized by the part 4C Diploma in Office Management students calling themselves Glittering Aquilla. They were assisted by Ms. Emelia Haji Abdul

Rahim. The dinner was coordinated by the Student Affairs Department of UiTMCS.



## "Yakin Diri, Tingkat Prestasi"

Antara objektif program ini diadakan ialah untuk menyuntik semangat dan keyakinan para pelajar sebagai persediaan menghadapi peperiksaan akhir yang bakal menjelang pada bulan April nanti. Program ini telah diadakan di Dewan Kuliah 1 dan Dewan Kuliah 2 pada 29 Mac 2003. Para peserta merupakan mereka yang dipilih dari setiap program

oleh Ketua Program masing-masing. Antara pengisian program ialah ceramah motivasi yang disampaikan oleh Tuan Haji Sa'aidin Sulaiman, Kaunselor UNIMAS; diikuti dengan sesi forum bertajuk "Bicara Keluarga" dengan ahli panelnya terdiri dari Puan Norhayati Ali, seorang penceramah bebas, Encik Jaafar Pyeman, Pensyarah UiTM dan Saudara Khairuddin Abdul Hamid, pelajar DIA 06. Pelbagai persoalan dan perkongsian pengalaman tentang bagaimana membina keyakinan diri, bangun dari sebuah kegagalan dan tips menghadapi peperiksaan yang meliputi perspektif seorang ibu, pensyarah dan pelajar telah dikongsi dan diulas.

Program sehari tersebut telah diakhiri dengan sesi "Movie Hour" di Dewan Kuliah 1 dengan tayangan cerita Spirit: Stallion of Cimarron yang mengisahkan perjuangan dan kegigihan seekor kuda untuk membebaskan diri dari kegagalan, kesedihan dan kekecewaan setelah terpisah dari kumpulan ahli keluarganya. Secara simboliknya melalui cerita tersebut, para pelajar yang terlibat dengan program ini diharap dapat mengambil iktibar dan pengajaran dan seterusnya berusaha untuk melakukan sebaik mungkin dalam meningkatkan pencapaian mereka dalam bidang akademik dan kehidupan secara umumnya.



*How about a chair? A husband and wife were shopping when the wife said, "Darling, it's my mother's birthday tomorrow. What shall we buy for her? She would like something electric." The husband replied, "How about a chair?"*



## Facial Issues

Students from the Faculty of Office Management were given a special session on Basic Skin Care regime. Organized by the lecturers from the Faculty of Office Management this lunch time Skin Demonstration on 10 March 2003 had two 'beauty experts', Ms Met and Ms Shirley, talking about the importance of careful selection of skin care products and its application to suit individual skin types. The session also gave the students the opportunity to dabble in mud masks (meant for deep cleansing) and to try out simple

beauty routine i.e. Cleanse, Tone & Moisturize. Although not entirely academic in nature, it was time well spent as students were not only taught the basics of skin care routine as part of their grooming regime, but they also learnt about chemical contents (some shockingly harmful in the long run) that are used in some cosmetic brands. Hopefully, the session has made students a little more aware of the importance of being astute consumers particularly when facial issues are involved.



## Documentation workshop

Chong Fen Nee

The AJK Pendokumentasian dan Penambahbaikan organised a workshop held on 8 March 2003 at a hotel in Kuching for 29 participants from various departments and units. The objectives of this workshop were to reinforce the importance of documentation in TQM, to introduce a documentation program and to give hands-on preparation of documentation process according to INKA format. 17 processes were documented during the hands-on session.



## what see see?

The English did invent the English language, but they cannot use it economically when communicating their intentions. Compare these phrases that Malaysians and Britons use to say the same thing. After all, why make things so confusing and waste of time. Just make it snappy, like a true Malaysian.

**When giving a customer bad news**  
**Britons:** Hello, this is John Smith. Did anyone page for me a few moments ago?  
**Malaysians:** Halo, who page lah?

**When declining an offer**  
**Britons:** I'm sorry, sir, but we don't seem to have the sweater you want in your size, but if you give me a moment, I can call the other outlets for you.  
**Malaysians:** No stock.

**When entertaining**  
**Britons:** Please make yourself right at home.  
**Malaysians:** Don't be shy, lah!

**When doubting someone**  
**Britons:** I don't recall you giving me the money.  
**Malaysians:** Where got?

**When deciding on a plan of action**  
**Britons:** I'd prefer not to do that, if you don't mind.  
**Malaysians:** Doe-waaaam!

**Britons:** Excuse me, I'd like to get by. Would you please make way.

**Malaysians:** s-kenes  
**When someone offers to pay**  
**Britons:** Hey, put your wallet away, this drink is on me.

**Malaysians:** I pay. I pay.  
**When entertaining**  
**Britons:** Please make yourself right at home.

**Malaysians:** Don't be shy, lah!  
**When doubting someone**  
**Britons:** I don't recall you giving me the money.

**Malaysians:** Where got?  
**When declining an offer**  
**Britons:** I'd prefer not to do that, if you don't mind.

**Malaysians:** Doe-waaaam!  
**When deciding on a plan of action**  
**Britons:** What do you propose we do now that the

movie's sold out and all the restaurants are closed?

**Malaysians:** So how?  
**When disagreeing on a topic of discussion**  
**Britons:** Err, Tom, I have to stop you there. I understand where you're coming from, but I really have to disagree with what you said about.

**Malaysians:** You mad, ah?  
**When asking someone to lower their voice**  
**Britons:** Excuse me, but could you please lower your voice, I'm trying concentrate over here.

**Malaysians:** Shaddap lah!  
**When assessing a tight situation**  
**Britons:** We seem to be in a bit of a predicament at the moment.

**Malaysians:** Die-lah!  
**When asking someone if he/she knows you**  
**Britons:** Excuse me, but I noticed you staring at me for some time. Do I know you?

**Malaysians:** What see, see?

## Listening Skill?

A family was visiting an Indian reservation when they happen upon an old tribesman laying face down in the middle of the road with his ear pressed firmly against the blacktop. The father of the family asked the old tribesman what he was doing.

The tribesman began to speak... "woman, late thirties, three kids, one barking dog in late model, four door station wagon, traveling at 65 m.p.h." "That's amazing" exclaimed the father. "You can tell all of that by just listening to the ground?" "No," said the old tribesman. "They just ran over me five minutes ago!"

## Role of BRC

- Develop research culture in UiTM
- Manage, administer and coordinate research
- Explore new areas and identify 'niche' areas
- Conduct and coordinate consultancy
- Foster industrial and academic linkages
- Disseminate research findings

## Briefing on Research and Consultancy

29 March 2003. Penolong Naib Canselor (Penyelidikan) UiTM, Professor Dr. Azni Zain Ahmad assisted by Dr. Abd Rahman Omar, the Coordinator of Consultancy, gave a briefing on the directions of and opportunities for research and consultancy at UiTM. One of the missions of UiTM is to achieve the following target by 2005.

- 1500 lecturers with Phd (now only 261)
- 75% of the students doing degree programs including masters and Phd (now less than 30%)
- 50% of the lecturers involved in research (now 25%)
- RM5 million short term grants approved (now RM3 million)
- RM30 million IRPA grants (now RM8 million).

### University research & Consultancy Policies

- Pensyarah hendaklah telah menghasilkan 1 projek penyelidikan dalam tempoh 3 tahun terakhir untuk tujuan disahkan dalam perkhidmatan
- Pensyarah hendaklah telah menghasilkan 1 projek penyelidikan dalam tempoh 3 tahun terakhir untuk dipertimbangkan biasiswa PhD
- Pensyarah yang baru berjaya mendapat ijazah PhD akan di 'hadiah'kan dengan geran penyelidikan sebanyak RM10,000.

### Priority Research Areas

- Manufacturing
- Plant Production and Primary Products
- ICT
- Health
- Education and Training



**'Research is a systematic or methodical way of producing new knowledge, processes, products or services' - Moste, 2001**

### COURAGEOUS MESSENGER

HOW TO  
SUCCESSFULLY  
SPEAK UP AT WORK

KATHLEEN D. RYAN  
DANIEL K. OESTRICH  
GEORGE A. OFFER III

There is a tendency in Asian culture to "keep quiet" when problems arise in the workplace. We complain to our spouses, peers and friends about being taken for granted, being constrained by too many rules, being overlooked when it came time for promotion, being overworked and underpaid. We choose to remain silent because we have been educated not to speak up against authority figures, to question our peers. To voice our opinions means "rocking the boat" - being labelled a troublemaker or "not a team player". However, a co-worker needs to be told she's not doing her fair share of the work. A group of individuals must be confronted about their negative attitudes.

Someone higher up in the organisation has to be told that his/her plan or idea doesn't work. Far too often, many of us stay awake at night wondering about how and when to deliver such everyday "badnews" of organisational life.

The 'Courageous Messenger' will appeal to the Asian market because it encourages any willing person to voice a concern or offer an idea to improve things - but who hesitates because of fear or out of a concern for risks repercussions. We all have a voice and we need only to find the courage within ourselves to goad our voice boxes into gear. The organisation has a lot to gain from this. We too - a good night's sleep.

## Imej Diri

Sueh Hj Thrahim

Kita perlu tanya diri kita sama ada kita telah mempamerkan imej diri yang positif atau sebaliknya. Adakah kita merasa selesa, yakin, tenang dan berketrampilan dengan imej yang kita pamerkan? Sebagai insan yang telah mencapai tahap kematangan serta dikategorikan sebagai ilmu dan orang yang berpendidikan, maka kita boleh membezakan imej yang mana yang perlu kita pamerkan.

Membentuk imej diri yang positif tidak sahaja tertumpu kepada aspek pakaian kita tetapi juga dari aspek tutur kata, penampilan, sikap, tanggapan dan tingkah laku kita. Kita kadang kala menjadi perhatian



orang-orang di sekeliling kita. Mereka sentiasa memerhatikan kita dan akan membuat andaian-andaian mengenai

## pesan kepada pelajar

kita, berdasarkan apa yang mereka perhatikan. Seandainya imej diri yang kita pamerkan positif maka andaian-andaian positif yang akan kita perolehi dan begitu juga sebaliknya.

'First impression lasts'. Sama ada kita sedari atau tidak, imej diri yang kita pamerkan secara tidak langsung melambangkan perwatakan kita yang sebenar. Ini adalah kerana imej diri kita akan mempengaruhi tingkahlaku kita manakala tingkah laku kita pula akan mempengaruhi pencapaian kita. Erti kata lain, pencapaian kita ada hubung kait dengan imej diri yang kita pamerkan. Dengan mempamerkan imej diri yang positif kita akan lebih yakin kerana imej diri yang positif merupakan faktor penyumbang kepada personaliti, kebolehan, keyakinan dan kepercayaan kita. Elemen-elemen ini seterusnya akan membantu kita untuk mencapai matlamat

hidup dan cita-cita kita.

Banyak kajian mendapati bahawa ramai orang yang gagal dalam hidup adalah disebabkan imej diri yang negatif dan bukan kerana tidak berkebolehan atau kurang berbakat. Kajian juga mendapati bahawa individu yang mempunyai imej diri yang negatif biasanya merupakan individu yang mempunyai tahap keyakinan diri yang rendah dan mudah berputus asa.

Akhir kata kita adalah agen perubahan 'role-model' kepada masyarakat. Kitalah pembentuk generasi yang akan datang. Oleh itu untuk mewujudkan generasi yang positif dan berwawasan maka kitalah yang akan menentukannya. Imej positif? atau Imej negatif?

*When you reach for your dreams,  
No matter what they may be,  
You learn from the trying;  
You win from the doing*

*"In learning, if a person uses his eyes to observe, his ears to listen, and his hand to experience but fails to employ the mind, it is not enough. True learning requires one to probe critically, reflect carefully, distinguish clearly, and practice earnestly."*

## Motivational -cum- Recreational Camp

A one-day Motivational and Recreational Camp for Primary 6 Bumiputera pupils of SK Dato Traoh, K. Samarahan was conducted on 28 March at J. Hall by students of ELITE group (4A) of Office Management and Technology Programme. This activity was undertaken to fulfill the requirements of the Organizing Skills course taught by Assc. Prof. Hjh. Lelawati. 113 pupils including 3 teachers participated.

The main objective of the camp was to expose the pupils to the university environment in order to create a greater awareness among

the pupils about the importance of higher education. We thank YB Hj Sulaiman Hj Hussaini for officiating the opening ceremony. We are also thankful to our Campus Director, Assc. Prof Dr. Abd Rahman Deen for joining us during the opening ceremony.

Among the activities held were a Motivational Talk by Mr. Claudius Clement, 'Adik Angkat Program', Science, English and Mathematics Quizzes and some games. All winners were given hampers contributed by all UTMCS canteens and dining halls.

We are very grateful to all the team members for their cooperation and to our Assc. Prof. Hjh. Lelawati for her guidance. It is highly hoped

that this kind of event will be held regularly.





## 'Today's Struggle, Tomorrow's Gain'

This semester's TESL get together dinner was held at the Hilton on 30 March 2003. Parliamentary Secretary for the Ministry of Rural Development, Datin Paduka Hajah Rohani Karim, the guest of honour, presented a talk entitled 'Motivating Adult Learners: Today's Struggle, Tomorrow's Gain'. Using her own experiences during her early struggle as a part-time MBA student, she emphasised the importance of life-long learning in our struggle to meet the

challenges of a fast moving and competitive world.

'I was an adult student myself and I did it ... I wanted to be an example to my family and community that I believe in life-long learning and I have proven it to everyone. You are doing the same. All the best'.



## Malam '1 Dalam Sejuta'

Bagi penghuni Blok 3 Siswi baru, 'Malam 1 Dalam Sejuta' adalah malam yang sukar dilupakan. Malam tersebut diadakan pada 28 Mac 2003 di hadapan Blok 3 dengan tujuan untuk menyampaikan hadiah dan cenderahati kepada para pemenang bagi semua aktiviti yang telah dijalankan sepanjang semester ini. Pertandingan Kebersihan antara level, Volleyball war, Gotong-royong dan Sukaneka Blok 3.

'Malam 1 Dalam Sejuta' anjuran AJK Blok 3 merupakan aktiviti kemuncak semester ini disamping mengeratkan silaturrahim antara penghuni blok bersama residen staff yang dihormati, Encik Zulkifli Aswa dan Cik Nuraini Binti Haji Puat serta residen-residen staff yang lain. Diharap malam tersebut akan menggalakkan AJK Blok 3 lebih berjaya dalam menganjurkan aktiviti blok pada masa hadapan.



"Where is the wisdom we have lost in knowledge? Where is the knowledge we have lost in information?" -T.S.Eliot.



### Sidang Redaksi

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